

Received & Inspected



SEP 20 2007

FCC Mail Room

September 13, 2007

Federal Communications Commission
Office of the Secretary
Attn: CGB Room 3-B431
445 12th Street, S.W.
Washington, DC 20554

RE: CLOSED CAPTIONING EXEMPTION REQUEST

On behalf of Damson Automotive an automobile retailer, we respectfully request exemption from the Commission's closed captioning requirement. We believe our programming qualifies for exemption under Section 79.1 of the Commission's rules, 47 C.F.R. 79.1 for the following reason:

Part 79.1 Section (F)

Compliance would impose an undue burden to Damson Automotive for the following reasons:

- (1) Since this program is locally produced we currently do not have the necessary equipment to close caption our programs making it necessary to send the programs to an outside source to perform the closed captioning. Also, we change our program regularly to reflect current products available to the public, which would increase the production cost significantly.
- (2) Since the program is changed regularly, and has little repeat value, the added time delay of sending the program to an outside source for closed captioning would make it nearly impossible to deliver our program to the station and still accurately reflect our current product availability.

We respectfully request that Damson Automotive be exempt from the closed captioning requirement.

Sincerely,
RP Media

A handwritten signature in black ink, appearing to read 'Ric Patterson', with a long horizontal line extending to the right.

Attn: Ric Patterson P.O. Box 2485 Huntsville, AL 35804-2485